



JFW 3622  
24349.010 \$

**UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant : Jansen et al  
Serial No. : 09/714,857  
Filed : November 16, 2000  
Art Unit : 3622  
Examiner : James W. Myhre  
Title : **Loyalty Program Tracking and Conversion System**

Commissioner for Patents  
PO Box 1450  
Alexandria, VA 22313-1450

September 24, 2004

**REQUEST FOR EXTENSION OF TIME**

SIR:

A response to the Office Action dated August 19, 2004 was initially due within one month, or by September 19, 2004. Applicants hereby request a one-month extension of the time to file a Response to October 19, 2004.

A check in the amount of \$55.00 in payment of the one-month extension fee required by 37 C.F.R. § 1.17(a) is enclosed. Please refund any over payment or charge any deficiency to Deposit Account No. 03-3415.

10/01/2004 FRETAK11 00000047 09714857

01 FC:2251

55.00 DP

Respectfully submitted,

COWAN, LIEBOWITZ & LATMAN, P.C.

By: 

R. Lewis Gable

Registration No. 22,479

1133 Avenue of the Americas

New York, NY 10036-6799

Telephone: (212) 790-9228

Fax: (212) 575-0671